# Media Foundation

Working to educate, empower, and promote health & wellness of African Americans in Northern California



Pleshette Robertson, President & CEO Sac Cultural Hub Media Foundation 7902 Gerber Road, #367, Sacramento, CA 95828 (916) 470-2337 | contact@sacculturalhub.com California Citizens Redistricting Commission Educational Session February 26, 2011



- Northern California based
- Established in 2003
- Headquartered in Sacramento County
- 501c3 status non profit organization



Mission

 Develop programs that mentor & educate African American/Urban communities throughout

Northern California





### Mission

- Utilize non-traditional vehicles that provide civic engagement and outreach opportunities such as:
  - Black Men in Leadership Symposium
  - Hub Choice Awards









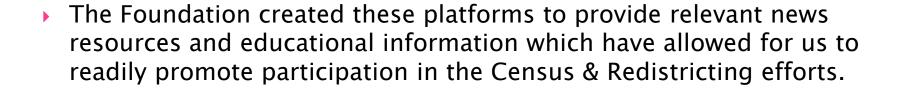


### Grassroots Level Partnerships/Collaborations

- 100 Black Men of Sacramento
- African-Americans for Balanced Health
- The Gospel Vine
- Church and non profit organizations
- Associated Ministers Empowering Neighborhoods
- Fraternity and Sorority Organizations
- California Black Chamber of Commerce
- Greater Sacramento Urban League
- National Council of Negro Woman, Sac Chapter
- Sacramento Community Cancer Coalition of Kaiser Permanente
- Sacramento Black Chamber of Commerce
- Sacramento Chapter of the NAACP
- Sacramento Area Black Caucus
- First Fridays of Sacramento and the Bay Area
- California Black Media Summit
- The Observer Newspapers



- The Foundation is under the auspices of the Sac Cultural Hub Corporation which includes:
  - Sacculturalhub.com
  - THE HUB Magazine
  - Urban Weekly e-newsletter
  - Social Media outlets
    - www.facebook.com/sacculturalhub
    - Twitter, LinkedIn, Myspace





## Media Foundation

- To date the Foundation has successfully contributed to numerous civic engagement activities
  - Census/Redistricting information dissemination at signature events
  - Publicized Census employment opportunities
  - Marketed specific Census campaigns
  - Encouraging community participation in town hall & political action meetings
  - Marketing redistricting recruitment efforts & the importance of voting





- Connecting and informing the African American communities is paramount for us at the grassroots level
- We advocate awareness and education about relevant issues that will impact the African American lifestyle (advocating for a diverse commission and compliance with the Voting Rights Act)

# Recommended collaborative opportunities with the Foundation

- Spring & Summer Civic Engagement Outreach
  - Signature Events
    - Black Physicians Forum
    - Black Men in Leadership Symposium
- Community Outreach Activities
  - Materials distribution
  - Information exhibitor
- Marketing
  - PSAs
  - Articles/Editorials
  - Advertisements
  - Social Media
  - Webinars/Videos



"STAY-IN-THE-KNOW" Outreach Campaign



"What is Redistricting and why should I care?"

Learning about the "Pocket Guide to California's New Redistricting Commission"

Connecting to "www.wedrawthelines.ca.gov



## Challenges and Resources Available

- The term "Redistricting" can sound intimidating and the issues/documentation can also be somewhat complex and layered
- The Foundation sees outreach opportunities and the need to provide African Americans with 1-2-3 steps of "stay-in-the-know" information.
- Our goal is to keep Africans Americans aware, informed, and engaged to participate in redistricting activities.
- As we have become a trusted source of information, the African American community relies on our urban messaging and friendly language of communication that makes sense.
- Our continued outreach efforts will include keeping up-to-date with the websites for the Redistricting Commission so that we can readily provide relevant news resources to the African American community (e.g. - job opportunities, upcoming conferences/workshops, etc.).
- Access to information is key as well as understanding the "redistricting process" and how it effects you, your family, and the community.



### **THANK YOU!**

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